

IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as follows:

1-29. **(Canceled)**

30. **(New)** A computer-implemented system for generating an order in an electronic marketplace, the system comprising:

one or more databases coupled with a plurality of seller computer systems, the one or more databases storing transactional data;

a server system coupled with the one or more databases, the server system operable to:

receive from at least one of the plurality of seller computer systems one or more offers, the one or more offers reflecting values specified in the one or more offers for a plurality of seller offer variables;

a buyer computer system coupled with the server system, the buyer computer system operable to:

receive a buyer request, the buyer request comprising a plurality of values for a plurality of buyer offer variables;

generate a display comprising:

a buyer request display comprising one or more patterns representing the buyer request, the one or more patterns of the buyer request comprising a plurality of bars, each bar representing a particular buyer offer variable and comprising a set of one or more geometric display elements, wherein the buyer computer system encodes the value of the particular one of the plurality of buyer offer variables, according to a predefined encoding scheme; and

an offers display of the one or more offers, the offers display comprising a plurality of patterns, each pattern of the plurality of patterns representing a particular one of the one or more offers and comprising a plurality of bars, each bar representing a particular one of the plurality of seller offer variables and comprising a set of one or more geometric display

elements, wherein the buyer computer system encodes the value of the particular one of the plurality of seller offer variables, according to the predefined encoding scheme;

compare the one or more patterns of the buyer request display with the plurality of patterns of the offers display to determine a best fit match between at least one of the plurality of patterns representing the one or more offers and the one or more patterns representing the buyer request; and

generate an order based on the best fit match and communicate the order to the server system.

31. **(New)** The system of Claim 30, wherein the predefined encoding scheme encodes a first value of a first offer variable in a first pattern associated with a first offer and encodes a second value of the first offer variable in a second pattern associated with a second offer.

32. **(New)** The system of Claim 30, wherein the sets of geometric display elements are encoded according to a predefined color scheme; and

each geometric display element in a set of geometric display elements has a color according to the value being represented and the predefined color scheme for encoding the value in the set of geometric display elements, the color for a particular geometric display element being different than the colors of other geometric display elements in the same set of geometric display elements.

33. **(New)** The system of Claim 30, wherein the one or more offers comprise offers only from seller computer systems on an approved vendor list (AVL).

34. **(New)** The system of Claim 30, wherein a value encoded in a set of geometric display elements comprises a range of values within a predetermined range of values.

35. **(New)** The system of Claim 30, wherein the bars are columns.

36. **(New)** The system of Claim 30, wherein the buyer computer system is further operable to:

receive a selection of a particular pattern associated with a particular offer;

receive an instruction to generate an order based on the values for the offer associated with the selected pattern;

in response to receiving the instruction, automatically generate an order based on the values for the offer associated with the selected pattern; and

communicate the generated order for matching with the selected offer.

37. **(New)** The system of Claim 30, wherein the buyer computer system is further operable to display the values specified in the buyer request and the values specified in the offer associated with the at least one selected pattern.

38. **(New)** A method for generating an order in an electronic marketplace, comprising:

receiving, by a server, from at least one of a plurality of seller computers, one or more offers, the one or more offers reflecting values specified in the one or more offers for a plurality of seller offer variables;

receiving, by a buyer computer, a buyer request, the buyer request comprising a plurality of values for a plurality of buyer offer variables;

generating, by the buyer computer, a display comprising:

a buyer request display comprising one or more patterns representing the buyer request, the one or more patterns of the buyer request comprising a plurality of bars, each bar representing a particular buyer offer variable and comprising a set of one or more geometric display elements, wherein the buyer computer encodes the value of the particular one of the plurality of buyer offer variables, according to a predefined encoding scheme; and

an offers display of the one or more offers, the offers display comprising a plurality of patterns, each pattern of the plurality of patterns representing a particular one of the one or more offers and comprising a plurality of bars, each bar representing a particular one of the plurality of seller offer variables and comprising a set of one or more geometric display elements, wherein the buyer computer encodes the value of the particular one of the plurality of seller offer variables, according to the predefined encoding scheme;

comparing, by the buyer computer, the one or more patterns of the buyer request display with the plurality of patterns of the offers display to determine a best fit match between at least one of the plurality of patterns representing the one or more offers and the one or more patterns representing the buyer request; and

generating, by the buyer computer, an order based on the best fit match and communicating the order to the server.

39. **(New)** The method of Claim 38, wherein the predefined encoding scheme encodes a first value of a first offer variable in a first pattern associated with a first offer and encodes a second value of the first offer variable in a second pattern associated with a second offer.

40. **(New)** The method of Claim 38, wherein the sets of geometric display elements are encoded according to a predefined color scheme; and

each geometric display element in a set of geometric display elements has a color according to the value being represented and the scheme for encoding the value in the set of geometric display elements, the color for a particular geometric display element being different than the colors of other geometric display elements in the same set of geometric display elements.

41. **(New)** The method of Claim 38, wherein the one or more offers comprise asks only from sellers computers on an approved vendor list (AVL).

42. **(New)** The method of Claim 38, wherein a value encoded in a set of geometric display elements comprises a range of values within a range of possible values.

43. **(New)** The method of Claim 38, wherein the bars are columns.

44. **(New)** The method of Claim 38, further comprising:

receiving a selection of a particular pattern associated with a particular offer;

receiving an instruction to generate an order based on the values for the offer associated with the selected pattern;

in response to the instruction, automatically generating an order based on the values for the offer associated with the selected pattern; and

communicating the generated order for matching with the selected offer.

45. **(New)** The method of Claim 38, further comprising displaying the values specified in the buyer request and the values specified in the offer associated with the at least one selected pattern.

46. **(New)** Software for generating an order in an electronic marketplace, the software being embodied in computer-readable media and when executed operable to:

receive, by a server, from at least one of a plurality of seller computers, one or more offers, the one or more offers reflecting values specified in the one or more offers for a plurality of seller offer variables;

receive, by a buyer computer, a buyer request, the buyer request comprising a plurality of values for a plurality of buyer offer variables;

generate a display comprising:

a buyer request display comprising one or more patterns representing the buyer request, the one or more patterns of the buyer request comprising a plurality of bars, each bar representing a particular buyer offer variable and comprising a set of one or more geometric display elements, wherein the buyer computer encodes the value of the particular one of the plurality of buyer offer variables, according to a predefined encoding scheme; and

an offers display of the one or more offers, the offers display comprising a plurality of patterns, each pattern of the plurality of patterns representing a particular one of the one or more offers and comprising a plurality of bars, each bar representing a particular one of the plurality of seller offer variables and comprising a set of one or more geometric display elements, wherein the buyer computer encodes the value of the particular one of the plurality of seller offer variables, according to the predefined encoding scheme;

compare the one or more patterns of the buyer request display with the plurality of patterns of the offers display to determine a best fit match between at least one of the plurality of patterns representing the one or more offers and the one or more patterns representing the buyer request; and

generate an order based on the best fit match and communicating the order to the server.

47. **(New)** The software of Claim 46, wherein the predefined encoding scheme encodes a first value of a first offer variable in a first pattern associated with a first offer and encodes a second value of the first offer variable in a second pattern associated with a second offer.

48. **(New)** The software of Claim 46, wherein the sets of geometric display elements are encoded according to a predefined color scheme; and

each geometric display element in a set of geometric display elements has a color according to the value being represented and the scheme for encoding the value in the set of geometric display elements, the color for a particular geometric display element being different than the colors of other geometric display elements in the same set of geometric display elements.

49. **(New)** The software of Claim 46, wherein the one or more offers comprise asks only from sellers computers on an approved vendor list (AVL).

50. **(New)** The software of Claim 46, wherein a value encoded in a set of geometric display elements comprises a range of values within a range of possible values.

51. **(New)** The software of Claim 46, wherein the bars are columns.

52. **(New)** The software of Claim 46, further operable to:

receive a selection of a particular pattern associated with a particular offer;

receive an instruction to generate an order based on the values for the offer associated with the selected pattern;

in response to receiving the instruction, automatically generate an order based on the values for the offer associated with the selected pattern; and

communicate the generated order for matching with the selected offer.

53. **(New)** The software of Claim 46, further operable to display the values specified in the buyer request and the values specified in the offer associated with the at least one selected pattern.

54. **(New)** A system for generating an order in an electronic marketplace, the system comprising:

one or more databases coupled with a plurality of seller computer systems, the one or more databases storing transactional data;

a server system coupled with the one or more databases, the server system comprising:

means for receive from at least one of the plurality of seller computer systems one or more offers, the one or more offers reflecting values specified in the one or more offers for a plurality of seller offer variables;

a buyer computer system coupled with the server system, the buyer computer system comprising:

means for receive a buyer request, the buyer request comprising a plurality of values for a plurality of buyer offer variables;

means for generate a display comprising:

a buyer request display comprising one or more patterns representing the buyer request, the one or more patterns of the buyer request comprising a plurality of bars, each bar representing a particular buyer offer variable and comprising a set of one or more geometric display elements, wherein the buyer computer system encodes the value of the particular one of the plurality of buyer offer variables, according to a predefined encoding scheme; and

an offers display of the one or more offers, the offers display comprising a plurality of patterns, each pattern of the plurality of patterns representing a particular one of the one or more offers and comprising a plurality of bars, each bar representing a particular one of the plurality of seller offer variables and comprising a set of one or more geometric display elements, wherein the buyer computer system encodes the value of the particular one of the plurality of seller offer variables, according to the predefined encoding scheme;

means for comparing the one or more patterns of the buyer request display with the plurality of patterns of the offers display to determine a best fit match between at least one of the plurality of patterns representing the one or more offers and the one or more patterns representing the buyer request; and

means for generating an order based on the best fit match and communicate the order to the server system.